

**INTERNSHIP TRAINING**

**AT**

**JAYPEE HOSPITAL, NOIDA**

**IDENTIFYING STRATEGIES TO PENETRATE MARKET  
FOR DEPARTMENT OF COSMETOLOGY AND  
AESTHETICS**

**BY**

**MANAN SHARMA  
PG/13/034**

**UNDER THE GUIDANCE OF**

**MS. KIRTI UDAYAI  
ASSISTANT PROFESSOR & ASSISTANT DEAN  
(ACADEMICS)**

**POST GRADUATE DIPLOMA IN HOSPITAL AND HEALTH  
MANAGEMENT**

**2013-15**



**International Institute of Health Management Research  
New Delhi**

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MANAGEMENT**

**2013-15**



**International Institute of Health Management Research  
New Delhi**

(Completion of Dissertation from respective  
organization)

The certificate is awarded to

**MANAN SHARMA**

In recognition of having successfully completed her  
Internship in the department of

**SALES AND MARKETING**

and has successfully completed her Project on

**IDENTIFYING STRATEGIES TO PENETRATE MARKET FOR  
DEPARTMENT OF COSMETOLOGY AND AESTHETICS**

**30-04- 2015**

**JAYPEE HOSPITAL, NOIDA**

He comes across as a committed, sincere & diligent person who has a strong drive &  
zeal for learning

We wish him/her all the best for future endeavors

*Kavita*  
*18.04.15*

Training & Development  
Zonal Head-Human Resources

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Manan Sharma** student of Post Graduate Diploma in Hospital and Health Management (PGDHM) from International Institute of Health Management Research, New Delhi has undergone internship training at **Jaypee Healthcare Limited** from **02.02.2015** to **30.04.2015**.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dr. A.K. Agarwal  
Dean, Academics and Student Affairs  
IIHMR, New Delhi



Ms. Kirti Udayai  
Assistant Professor & Assistant Dean  
IIHMR, New Delhi

### Certificate Of Approval

The following dissertation titled **IDENTIFYING STRATEGIES TO PENETRATE MARKET FOR DEPARTMENT OF COSMETOLOGY AND AESTHETICS** at **JAYPEE HEALTHCARE LIMITED** is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **Post Graduate Diploma in Health and Hospital Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

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### Certificate from Dissertation Advisory Committee

This is to certify that MR. MANAN SHARMA, a graduate student of the Post-Graduate Diploma in Health and Hospital Management has worked under our guidance and supervision. He is submitting this dissertation titled "IDENTIFYING STRATEGIES TO PENETRATE MARKET FOR DEPARTMENT OF COSMETOLOGY AND AESTHETICS" at "JAYPEE HEALTHCARE LIMITED" in partial fulfillment of the requirements for the award of the Post-Graduate Diploma in Health and Hospital Management.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

  
Ms. Kirti Udayai  
Assistant Professor & Assistant Dean

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**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,  
NEW DELHI**

**CERTIFICATE BY SCHOLAR**

This is to certify that the dissertation titled **IDENTIFYING STRATEGIES TO  
PENETRATE MARKET FOR DEPARTMENT OF COSMETOLOGY AND  
AESTHETICS** and submitted by **MR. MANAN SHARMA** Enrollment No.  
**PG/13/034** under the supervision of **MS. KIRTI UDAYAI, ASSISTANT  
PROFESSOR & ASSISTANT DEAN (ACADEMICS), IIHMR, NEW DELHI**

for award of Postgraduate Diploma in Hospital and Health Management of the  
Institute carried out during the period from **02.02.2015** to **30.04.2015** embodies  
my original work and has not formed the basis for the award of any degree,  
diploma associate ship, fellowship, titles in this or any other Institute or other  
similar institution of higher learning.

  
**MR. MANAN SHARMA**  
**PG/13/034**

## FEEDBACK FORM

Name of the Student: MANAN SHARMA

Dissertation Organisation: JAYPEE HOSPITAL, NOIDA

Area of Dissertation: SALES AND MARKETING

Attendance: 100%. (REGULAR)

Objectives achieved:

DID ALL DEPARTMENT TASKS AS ASSIGNED

Deliverables:

REPORT ON STRATEGIES FOR DEPARTMENT OF  
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Strengths:

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Suggestions for Improvement:

TIME MANAGEMENT

  
Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

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Place: NOIDA

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This dissertation was like undertaking a journey, some parts of which are undertaken alone while other parts are accompanied. Certain sections were done by myself, for other sections I was accompanied by someone else. The companions motivated and supported me, inspired me, confronted me and showed me the possible ways which could be taken and which ways were to be avoided. My companions were necessary for my dissertation to come into being. I, therefore, wish to thank them sincerely.

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## **Abstract**

### **Background**

- To provide the best marketing strategy for a private hospital, knowledge of patients' preferences is essential.
- In marketing, questionnaires have been frequently used to calculate which factors influence the choice of a consumer.

### **Objectives**

The objective of this dissertation is to answer the following key research questions:

- What are the factors that influence the choice of potential customers to take up a cosmetic or aesthetic procedure ?
- Where are we going wrong in our current strategic approach?
- What more can be done to formulate strategies for better market penetration ?

### **Methods**

- This study investigates the relative importance of attributes that influence the selection and decision-making process when choosing an aesthetic and cosmetic private hospital, using descriptive statistics.
- The following attributes were chosen by after careful literature review : Age, Gender, Education, Distance from Hospital, Religion, Income, Perception of Cosmetic & Aesthetic Procedures, Factors causing apprehension in opting a Cosmetic Procedure, Procedures People are Likely to Undergo, Source of Information about cosmetics procedures, Expectation of type of results, Brand Perception, Preference of Type of procedure, Experience of the plastic surgeon, & Infrastructure.
- Using random sampling 150 potential customers were chosen & given a questionnaire consisting of predefined attributes . The patients could answer these questions with respect to the likeliness of opting for a cosmetic or aesthetic procedure.

### **Results**

- The most important attributes which may be used in designing the additional marketing strategy for department of cosmetics and aesthetics were online marketing, wholistic treatment under one roof, availability of painless procedures, privacy of patient, and low cost of treatment.

### **Conclusion**

- There seems to be lack of extensive marketing efforts in all the right directions to penetrate the market of cosmetology and aesthetics.
- Additional thrust areas should be online marketing and innovative referral system to sell what we already have in terms of infrastructure, patient privacy, team of doctors, and low costs procedures.

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## **1.0 Introduction**

Transforming challenges into opportunities has been the hallmark of the Jaypee Group, ever since its inception five decades ago. The Group is a diversified infrastructure conglomerate with business interests in:

- Engineering & Construction
- Power
- Cement
- Hospitality
- Real Estate & Expressway
- Sports
- Education
- Information Technology
- Social Commitments
- Environment

The Jaypee Hospital was conceptualized by our revered Founder Chairman, Shri Jai Prakash Gaur with the vision of promoting world-class healthcare amongst the masses by providing quality and affordable medical care with commitment.

Jaypee Hospital at Noida is the flagship hospital of the Jaypee Group, which heralds the group's noble intention to enter the healthcare space. This hospital has been planned and designed as a 1200 bedded tertiary care multi-speciality facility and has commissioned 525 beds in the first phase.

The Jaypee Hospital is constructed across a sprawling twenty-five acre campus in Sector 128, Noida which is easily accessible from Delhi, Noida and the Yamuna Expressway.

**The Jaypee Hospital is established on the following fundamental principles:**

- Patient centric high quality care
- Evidence based medicine
- Ethical treatment
- Value for money

**Infrastructure Highlights**

- 525 beds in first phase
- 150 Critical Care beds
- 24 bedded Advanced Neonatal ICU
- 20 bedded Dialysis Unit
- 325 ward beds with Suite, Deluxe, Twin Sharing and Economy options
- 18 Modular OTs
- 4 Cardiac Catheterization Lab with Hybrid Operating Room
- 2 Linear Accelerator (IMRT, IGRT and VMAT), 1 Brachytherapy Suite, Wide Bore CT Simulator
- 2 MRI (3.0 Tesla) with High Intensity Focused Ultrasound
- 256 Slice CT Scan, CT Simulation
- 64 Slice PET CT, Dual Head 6 Slice SPECT CT, Gamma Camera
- Da Vinci Robotic Surgery for comprehensive robotic surgical solutions

The Jaypee Group has extensive plans to expand its healthcare project in the coming years by developing 7 more hospitals:

- A 250 bedded hospital at Bulandshahar
- A 200 bedded hospital at Anupshahar
- A 500 bedded hospital at Sahibabad
- A 500 bedded hospital at Agra
- A 500 bedded hospital at Kanpur
- A 300 bedded hospital at Dehradun
- A 300 bedded hospital at Rewa

#### Organizational Profile

##### VISION

Promoting healthcare to the common masses with the growing needs of society by providing quality and affordable healthcare with commitment.

##### MISSION

The Jaypee Group is committed to building Jaypee Hospital as a super-speciality hospital with advanced healthcare facilities, the latest diagnostic services and state-of-the-art technology focused on medical specialities that meet the healthcare needs of the population. The Jaypee Hospital will be the ultimate choice for medical care.

##### CORE VALUES

- Quality: We shall maintain the highest standards and achieve them by continually measuring and improving outcomes

- Innovation: We welcome and encourage change and continuously seek better and more efficient ways to target success
- Teamwork: We shall collaborate and share knowledge, for the advancement of our mission
- Service: We strive to exceed our patients and fellow colleagues expectations for comfort and convenience
- Integrity: We adhere to the highest moral and professional standards of honesty, confidentiality, trust, respect and transparency
- Compassion: We adhere to provide a caring and supportive environment for all our patients, their families and fellow colleagues

#### Services provided by hospital

Jaypee Hospital provides tertiary care services in the following centres of excellence

1. Aesthetics & Cosmetic Sciences
2. Anaesthesia and Pain Management
3. Behavioural Sciences
4. Bones and Joints
5. Brain and Spine (Neurosciences)
6. Cancer
7. Dental
8. Ear, Nose and Throat

9. Emergency and Trauma

12. Heart

10. Endocrinology

11. Gastrointestinal and Hepatobiliary

Sciences

13. Interventional Radiology

21. Plastic and Reconstructive Surgery

14. Internal Medicine

22. Pulmonary, Critical Care & Sleep  
Medicine

15. Kidney Disease

16. Laboratory Medicine

23. Physical Medicine & Rehabilitation

17. Minimal Access Surgery

24. Radiology and Imaging

18. Mother and Child

25. Solid Organ Transplant

19. Nuclear Medicine

26. Transfusion Medicine (Blood Bank)

20. Ophthalmology

27. Vascular and Endovascular Surgery

About Institute of Aesthetics & Cosmetic Sciences

Jaypee Institute of Aesthetics & Cosmetic Sciences creates a paradigm shift in the field of cosmetic and reconstructive surgery by catering a full range of corrective procedures varying from small skin lesions to complex surgical implants, facelifts and hair transplant.

We are committed to providing high standards of clinical excellence in terms of surgical and non-surgical, cosmetic treatment procedures supported by an expert team of skilled professionals including dermatologists, cosmetic surgeons, plastic surgeons and the support staff to make your experience a comfortable one.

## SERVICES

We provide the entire spectrum of cosmetic procedures such as facial rejuvenation, otoplasty, and abdominal and extremity contouring. The treatment of varicose and spider veins, hair removal, and scar revision are also available. With the use of state of the art laser equipment, we further provide the latest in technological support for these types of surgery. The strength of the department apart from well trained doctors lies in the teamwork along with protocol based patient care.

### *Aesthetic (Cosmetic) Surgery*

- Facial Cosmetic Surgery
- Blepharoplasty
- Brow Lift
- Eyebrow and Forehead Rejuvenation
- Facial Rejuvenation
- Face Lift
- Genioplasty (Chin Contouring)
- Hair Restoration
- Scar Revision
- Rhinoplasty
- Otoplasty (Alteration of Ears)
- Breast Surgeries
- Breast Augmentation
- Reduction Mammoplasties
- Breast lift (Mastopexy)
- Contouring of abdomen, thighs and buttocks
- Nipple Correction (Inverted Nipples)
- Brachioplasty (Contouring of arms)
- Nipple Reduction

### *Genital Surgeries*

- Female Genital Rejuvenation (Vaginoplasty, Labiaplasty)
- Hymenoplasty (Hymen Repair)
- Grafting
- Liposuction (fat Removal)
- Laser Skin Resurfacing

### **Body Contouring**

- Chin / Neck Liposuction
- Abdominoplasty (Tummy Tuck)

### **Others**

- Tattoo Removal
- Vascular Blemishes / Spider Veins
- Hand Rejuvenation

As we can observe, Jaypee Institute of Aesthetics & Cosmetic Sciences has a rich product basket delivered with high standards of clinical excellence, supported by an expert team of skilled professionals. The problems faced by the department were:

1. The target population for penetrating the market of cosmetics and aesthetics is not clearly identified in the Noida region. This is causing difficulties in formulating strategies for the direct customers.
2. The Institute of Aesthetics & Cosmetic Sciences as a specialized department has only been operational since few months, with many equipments still in the installation phase. So it is a comparatively newer setup . Shuffling in the panel of doctors also makes an impact on the marketing strategies.

The main objective of this study is to formulate strategies for cosmetics and aesthetics market penetration by identifying potential direct customers and also the factors that influence their choice to take up cosmetic and aesthetic procedures.

With this study, an attempt has been made to answer the following questions :

1. What are the factors that influence the choice of potential customers to take up a cosmetic or aesthetic procedure ?
2. Where are we going wrong in our current strategic approach?
3. What more can be done to formulate strategies for better market penetration ?

## 2.0 Literature Review

Undertaking this literature review has helped to critically summarize the current knowledge in the market of Cosmetology and Aesthetics , and identifying the strengths and weaknesses in previous work, so helping to identify them in this research and thus eliminate the potential weaknesses, whilst bringing to the fore the potential strengths. In addition, this literature search has provided the context within which this study is placed.

*Transparency Market Research(1)* on the Dermatological Diagnostics And Therapeutics Market - Global Industry Analysis, Size, Share And Forecasts 2012 - 2018 highlights on the :

1. Growing market share of different cosmetics and aesthetic products of the total therapeutics market

Acne: 28.7% ; Psoriasis 26.4% ; Rosacea 14.9% ; Atopic dermatitis 9%

2. Factors influencing market in this segment are

- Forthcoming patent expiries of major drugs

- Expected Annual growth rate of 8.7%. (\$38 million ) by 2013.

From this study we at-least know that the market for Dermatological Diagnostics And Therapeutics is growing at a rapid rate , specially for Acne and Psoriasis.

[Galanis C\(2\)](#) discusses about the Factors influencing patient interest in plastic surgery and the process of selecting a surgeon. He suggests that :

1. Understanding patient interest in cosmetic surgery is an important tool in delineating the current market for aesthetic surgeons. Similarly, defining those factors that most influence surgeon selection is vital for optimizing marketing strategies.

2. Respondents consisted of 15 men and 81 women. Median age was 34.5 (range, 18-67) years. Overall, 20% were currently considering plastic surgery and 78% stated they would consider it in the future.
3. The most common area of interest was a procedure for the face. The most important factors in selecting a surgeon were surgeon reputation and board certification.
4. The least important were quality of advertising and surgeon age.
5. The most cited factor preventing individuals from pursuing plastic surgery was fear of a poor result.
6. Most (60%) patients would choose a private surgicenter-based practice.

[Sanan A \(3\)](#) writes in his study on Patient preferences in print advertisement marketing for plastic surgery that

1. The most frequent themes identified for all 5 ads were "Being beautiful is possible" (41%), "I could be beautiful" (24%), "Some people need surgery to be beautiful" (16%), and "Being beautiful is important" (14%).
2. Advertisement 1-featuring 3 women and no pre- or post-treatment photography, no physician photography, and a listing of the 3 physicians' credentials but not a list of the services provided-received the highest overall preference rating.
3. Factors including emotions felt while reading, unique qualities of the advertisement, list of procedures performed, use of models versus actual patients, and pictures of the plastic surgeons were found to contribute to the respondents' overall perception of advertisements used to market a plastic surgery practice.

[Waltzman JT \(4\)](#) in his study on What patients look for when choosing a plastic surgeon: an assessment of patient preference by conjoint analysis argues that :

1. A questionnaire consisting of 18 plastic surgeon profiles was rated by 111 patients. Attributes analyzed were as follows: travel distance, number of years in practice, board certification status, method of referral, office décor, and procedure cost. A traditional full-profile conjoint analysis was performed. Subjects consisted of 10 men and 101 women (n = 111). Median age was 51 years (range, 19-72).
2. The "mean importance" of the attributes are as follows: board certification status, 39.7%; method of referral, 23.5%; distance from home to office, 13.2%; office décor, 9.0%; number of years in practice, 7.5%; and cost of procedure, 7.2%.

[Kurkjian TJ \(5\)](#) in aesthetics surgery journal writes on Impact of the current economy on facial aesthetic surgery. He discusses :

1. Data from the AAFPRS patient survey showed that 53% of respondents had been affected by the economy in their decisions regarding MAT procedures, with many seeking out less-costly options such as microdermabrasion.
2. An overwhelming majority (95%) also reported that they would prefer a longer-lasting treatment over an immediate effect with shorter duration; furthermore, 60% felt that duration of treatment was more important than cost in selecting a facial aesthetic procedure.
3. In the ASERF surgeon-based portion of the study, 61% of plastic surgeons felt that patients preferred long-lasting results over immediate ones, but 63% also reported that cost was a more important factor for their patients than duration.

4. Extrapolating from the patient-reported survey preferences, the authors conclude that nonsurgical facial aesthetic treatment plans should currently be focused more on longevity rather than on immediate impact.
5. There is currently a disconnect between patient preferences and surgeon perception of those preferences, which may be remedied with increased education for both groups. It is worth noting that many patients would be willing to accept a higher cost if it was correlated with a longer-lasting result.

[Marsidi N \(6\)](#) puts more light on The best marketing strategy in aesthetic plastic surgery. It is important to note that:

1. The most important attribute was experience of the surgeon (35.6 percent), followed by method of referral (21.5 percent), travel time (14.2 percent), cost of procedure (12.9 percent), online presentation (9.7 percent), and size of the clinic (6.1 percent). Six of 16 levels gave a negative influence on the decision making.
2. The authors' study shows that the two most important attributes are the experience of the surgeon and the method of referral and that conjoint analysis is effective in determining patients' preferences

[Becker DG \(7\)](#) in his study on Website for rhinoplasty and facial plastic surgery highlights on the implications of making a website:

1. The Internet has become an important avenue for facial plastic surgeons to make potential patients aware of their practice.

2. A website can be an important aspect of the overall practice image. An increasing number of individuals visit the website of their physician or potential physician, so it is important that attention is given to this aspect of a practice.

[Holcomb JD](#) (8) writes in his study Aesthetic facial surgery of male patients: demographics and market trends that :

1. This gender-specific 5-year retrospective review indicates that males undergo significantly fewer procedures than females except for surgical hair restoration and otoplasty.
2. Evaluation of age group data indicates that the 40- to 59-year-old age group accounts for the majority of surgical and non surgical facial enhancement requests. Despite anticipated growth of the 60- to 79-year-old age group, the 40- to 59-year-old age group is projected to remain relatively stable.
3. Although continuing to pursue aesthetic facial enhancement services in significant numbers, men still represent a vast untapped market.

[Alsarraf R](#) (9) shares insights on Cost outcomes of facial plastic surgery: regional and temporal trends. He argues:

1. The annual frequency of the aging-face procedures (ie, face-lift, brow lift, and blepharoplasty) have increased 41% over the last decade while rhinoplasties have declined slightly (18%).
2. In addition to variables such as age, years in practice, and degree of marketing, the strongest correlates with increased cosmetic procedure frequency were the costs of these procedures

*FORBES(10)* cites 10 most common cosmetic surgeries according to American Society of Plastic Surgeons in 2010.

These are Ear Surgery, Forehead Lift, Dermabrasion, Breast Lift, Face Lift ,Tummy Tuck, Liposuction, Eye lid Surgery, Nose Reshaping and Breast Augmentation.

### **3.0 Methodology**

#### **Key research questions**

With this study, an attempt has been made to answer the following key questions :

1. What are the factors that influence the choice of potential customers to take up a cosmetic or aesthetic procedure ?
2. Where are we going wrong in our current strategic approach?
3. What more can be done to formulate strategies for better market penetration ?

#### **Research design**

The study is explorative in nature which involves a Secondary data analysis of existing research on aesthetics and cosmetics department, formulating a questionnaire based on this literature review, and collecting and analyzing the questionnaire data using statistical tools.

#### **Sampling methods**

Random sampling was used to select a sample size of 150 people in the region of Delhi NCR from a patients directory in the hospital.

### **Research instruments**

A survey questionnaire was prepared after careful literature review of various studies done abroad to find if the results of those studies are also applicable in the national capital region of India.

### **Data Collection**

This data was collected by calling the old patient from the hospital database.

### **Statistical methods employed**

Descriptive Statistics is used to describe data using Graphics display, Cross-tabs, and Summary statistics like Mean, Range, etc.

## 4.0 Results

The following are the results on analysis of the questionnaire data.

### 1. Age

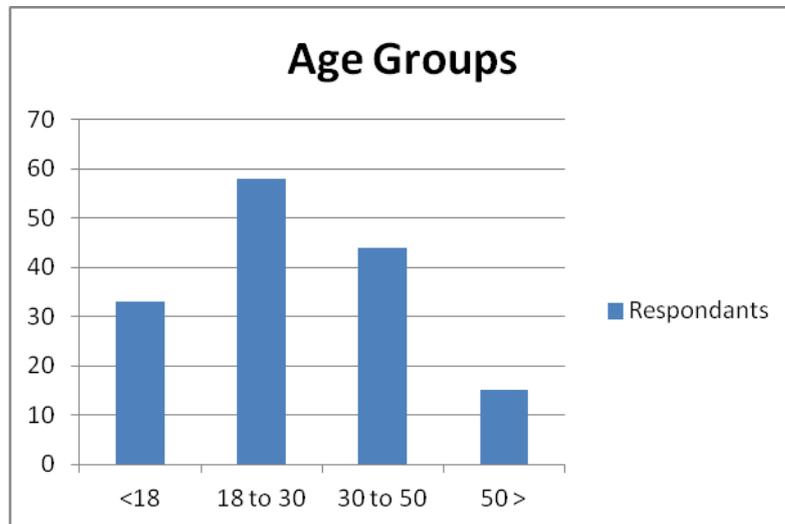


Fig 1: Analysis of age groups of respondents.

### Analysis:

People in age group 18 to 30 are maximum while people in the age group above 50 are minimum.

### 2. Gender

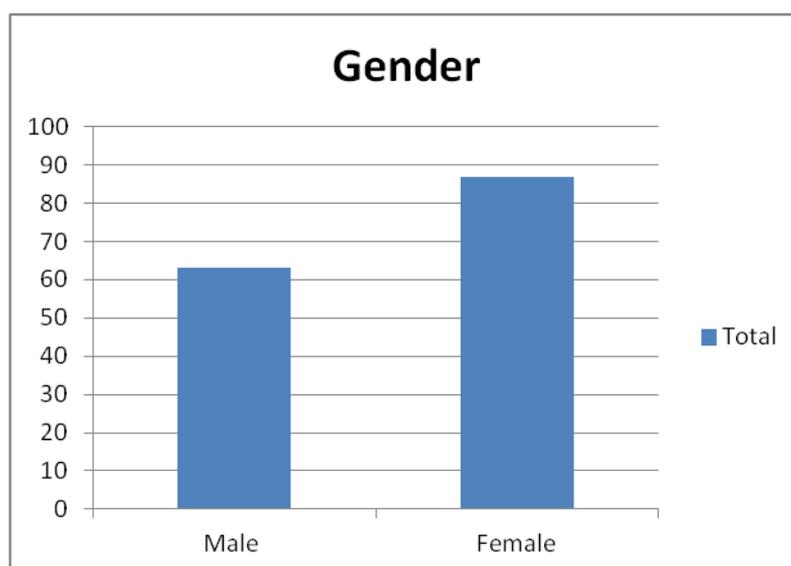


Fig 2: No. of Males and Females among respondents

**Analysis:**

Females have outnumbered the males in total sample by 24 numbers.

**3. Education**

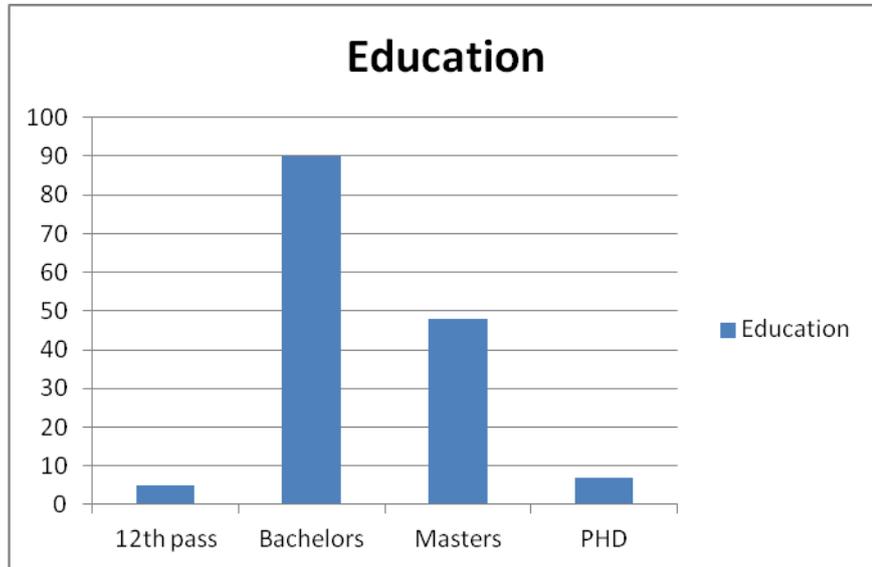


Fig 3: Education Status among different respondents

**Analysis:**

60% of the sample size has a bachelor's degree while only 0.033 are 12th grade pass.

**4. Distance ( in kms) from hospital**

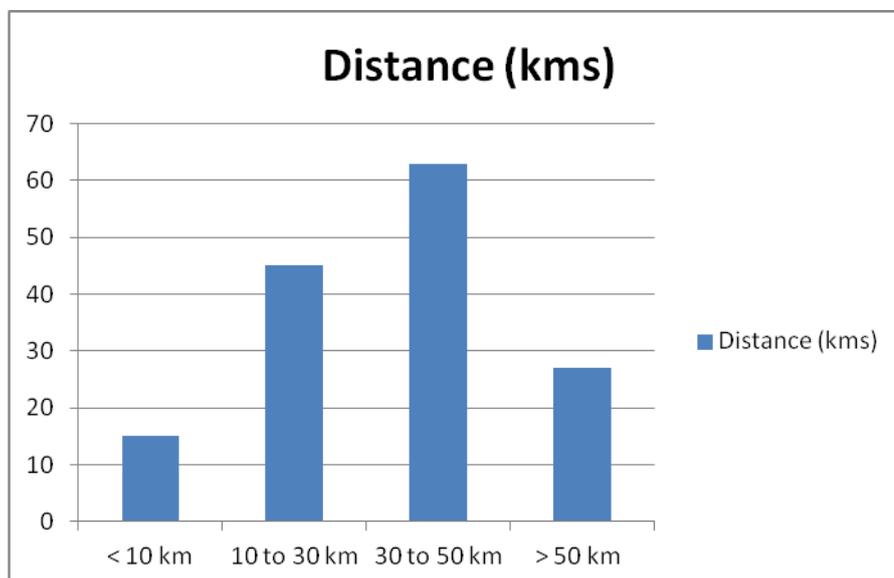


Fig 4: Distance of respondent's residence from the hospital

**Analysis:**

Majority of the respondents are in 30 to 50 kms range while respondents under 10 km radius are the minimum.

**5. Religion**

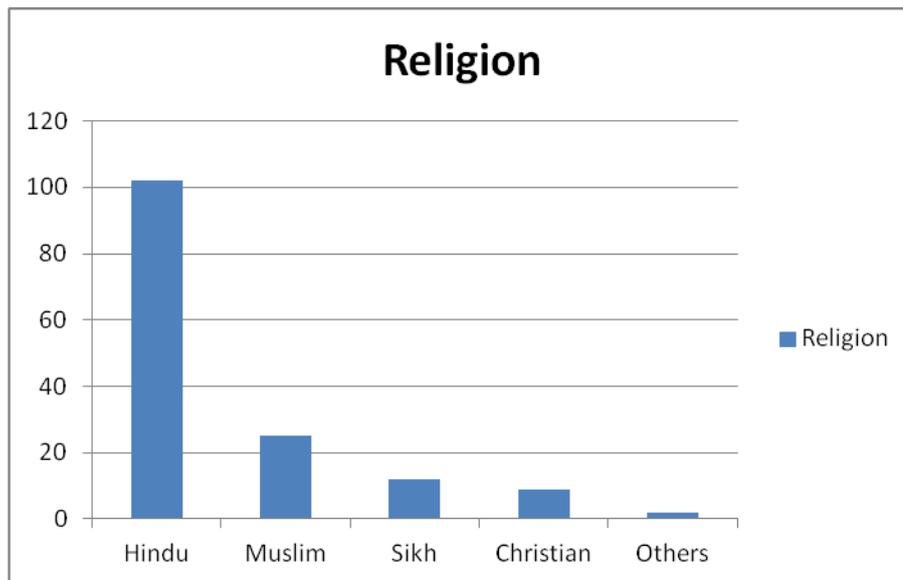


Fig. 5: Religion wise distribution of respondents

**Analysis:**

Hindu religion dominates the area of study.

**6. Income Groups**

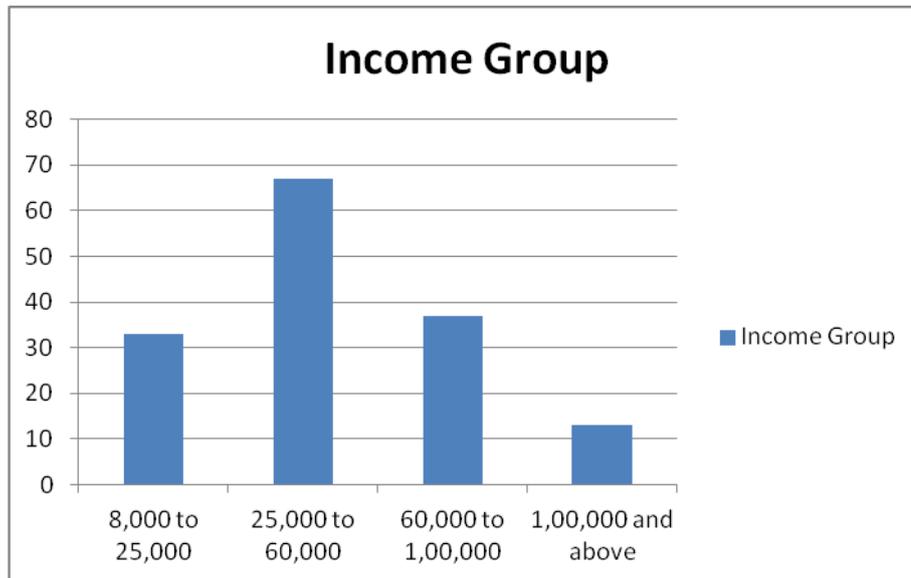


Fig.6: Variation in income among different respondents

**Analysis:**

Leaving only 22% respondents, all the other respondents fall in the middle to high income group with Rs. 25,000 to Rs. 60,000 group being 44.66% (maximum).

**7. Perception of Cosmetic Surgery**

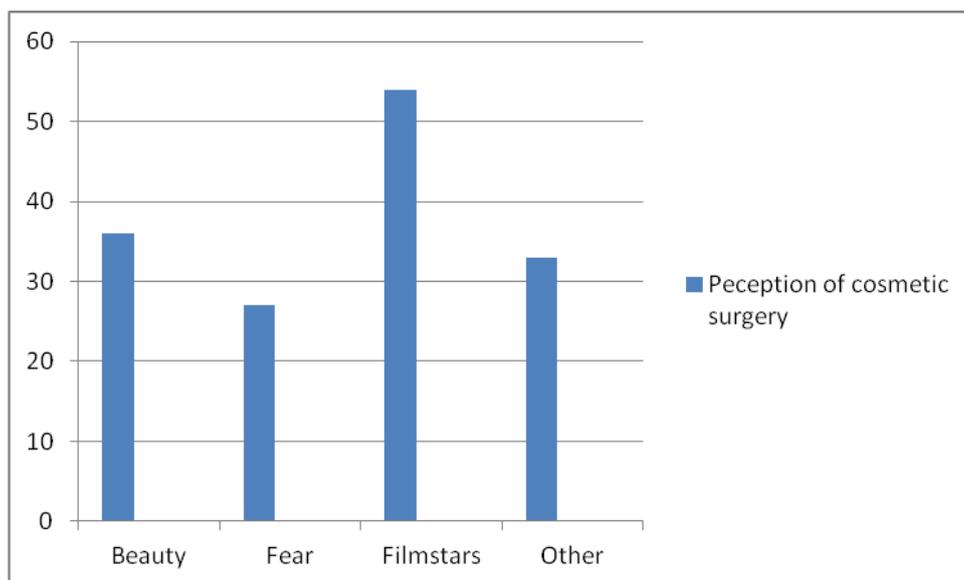


Fig.7: Showing how respondents perceive the cosmetic surgery

**Analysis:**

As high as 36% of the respondents associate cosmetic surgery with the glamour world and filmstars.

**8. Respondents Currently considering cosmetic surgery**

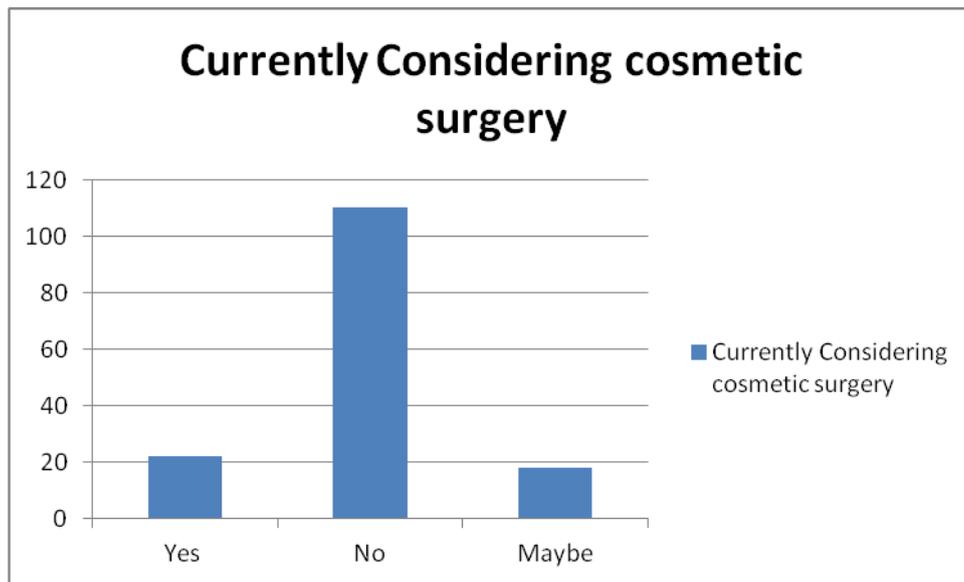


Fig.8 : Trends for respondents currently considering cosmetic surgery

**Analysis:**

A whopping 73.33 % of the respondents have some or the other reason for not considering a cosmetic surgery currently.

## 9. Type of Procedure Preferred

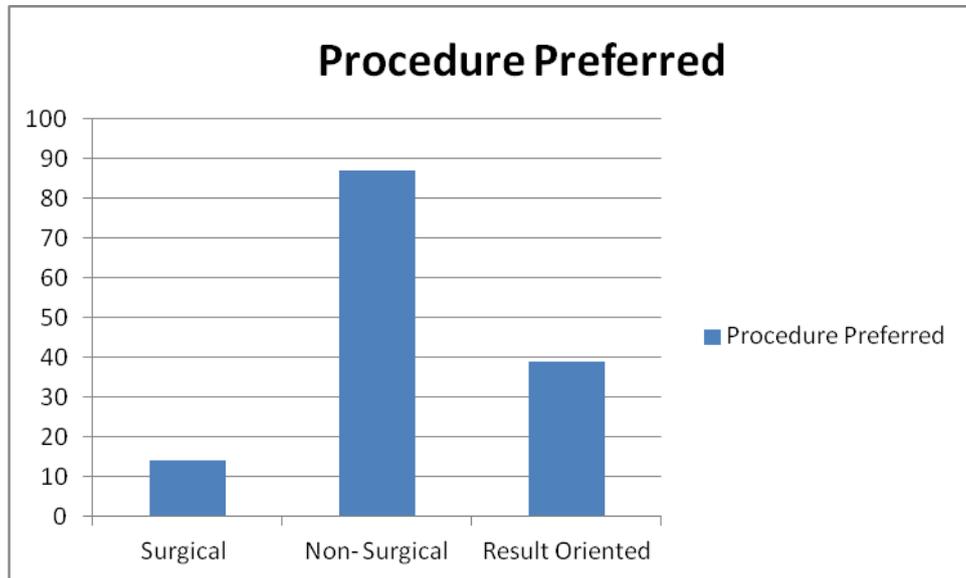


Fig. 9: Response on type of surgery or procedure preferred

### Analysis:

Maximum number of people are considering non-surgical cosmetic procedures. A major chunk of respondents reported that they won't mind going under knife if the surgeries assures expected results.

## 10. Hindrance in Opting Cosmetic Procedures

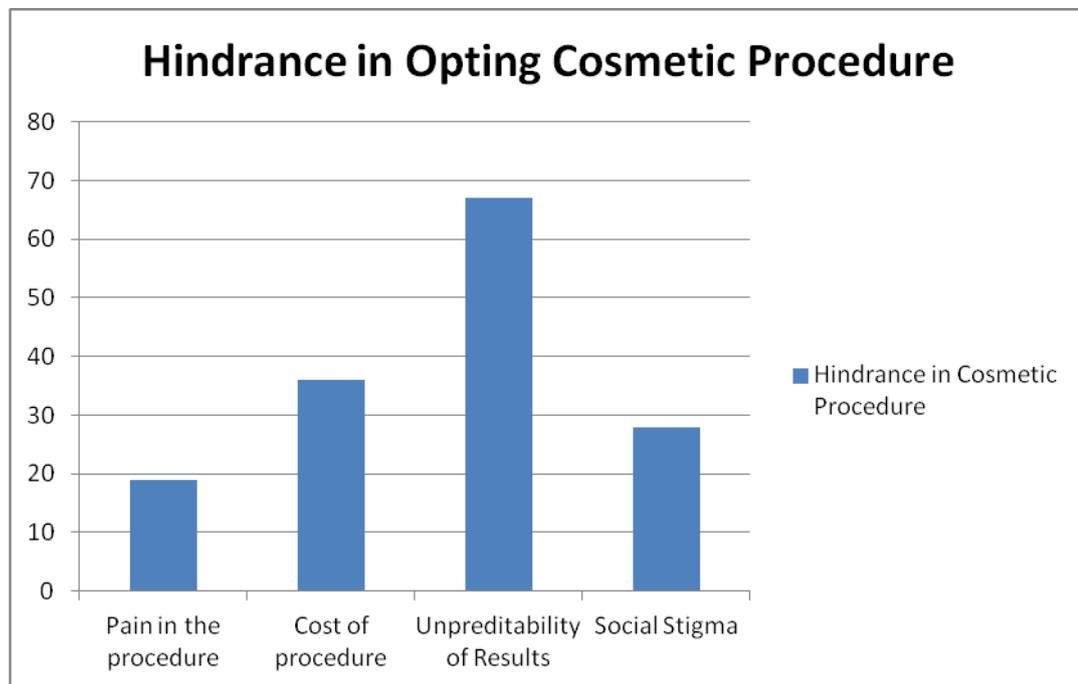


Fig. 10: Trends on what stops respondents from opting a cosmetic procedure

### Analysis:

Unpredictability of results amounts to the strongest cause of apprehension in peoples mind before opting a cosmetic procedure. Social stigma and cost of procedure are also prevalent contributing factors.

## 11. Procedures People are Likely to Undergo

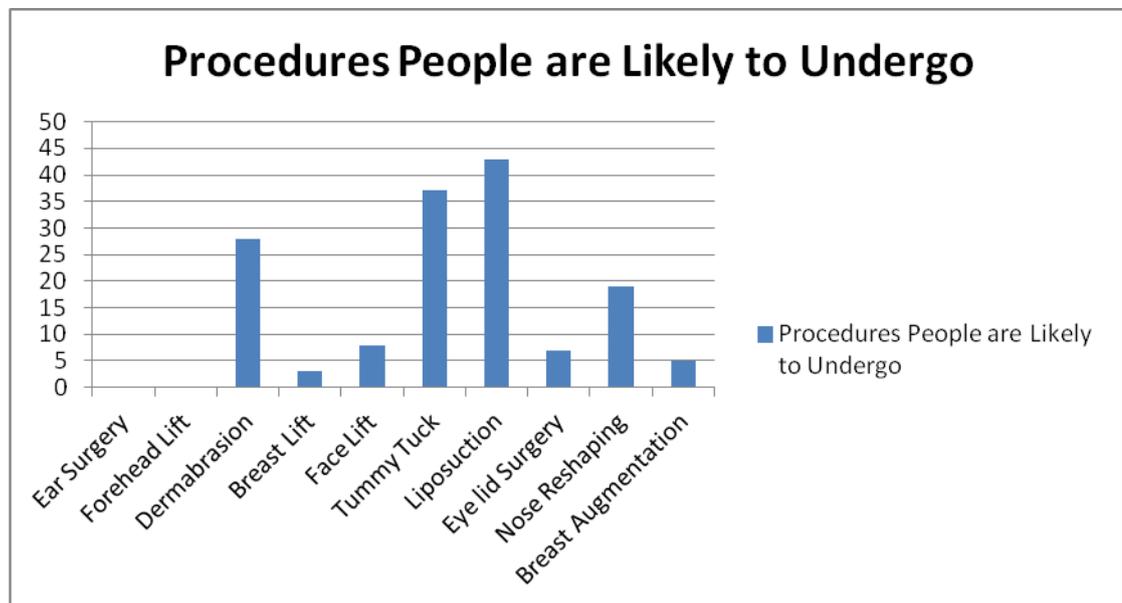


Fig.11: Procedures respondents are likely to undergo

### Analysis:

The most potential procedures in the respondents are Liposuction, Tummy Tuck,

## 12. Strongest brand Image

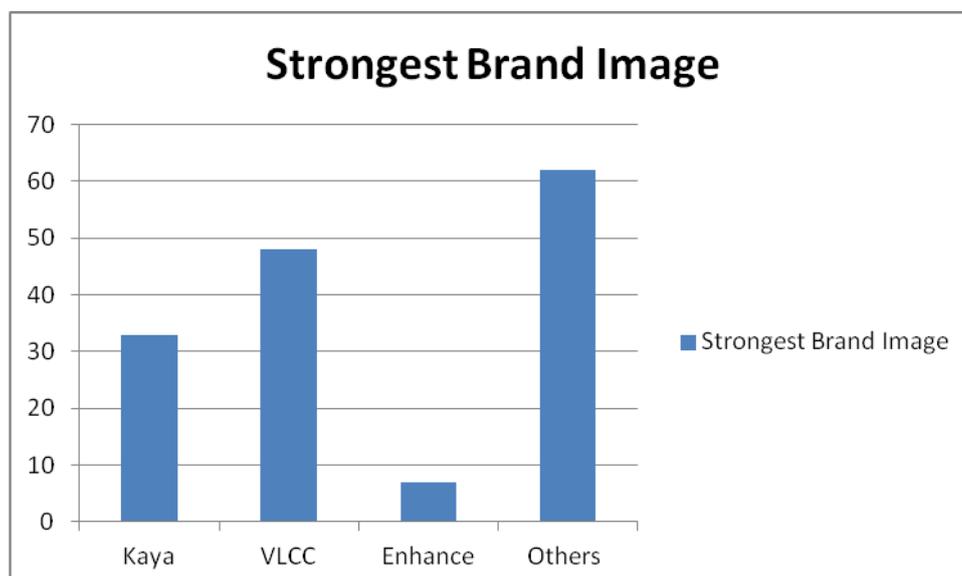


Fig 12: Figure showing share of brand images among respondents

**Analysis:**

VLCC and Kaya have strongest brand recognition with Enhance also slowly increasing its market presence.

**13. Expectation of type of results**

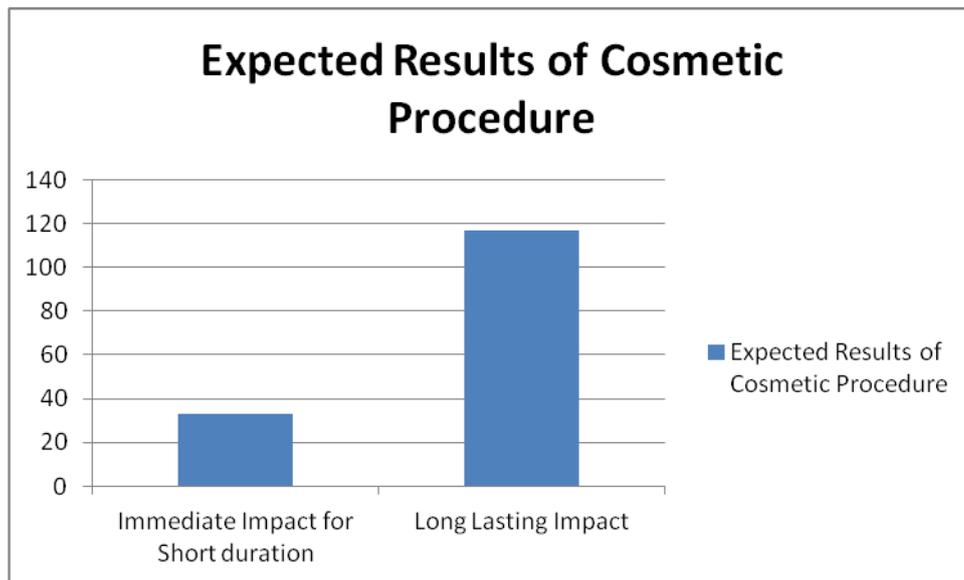


Fig. 13: Respondent's expectations in results from cosmetic procedures

**Analysis:**

Majority of the people opting for cosmetic surgeries look for a long lasting impact rather than immediate impact for short duration.

#### 14. Source of Information about cosmetics procedures

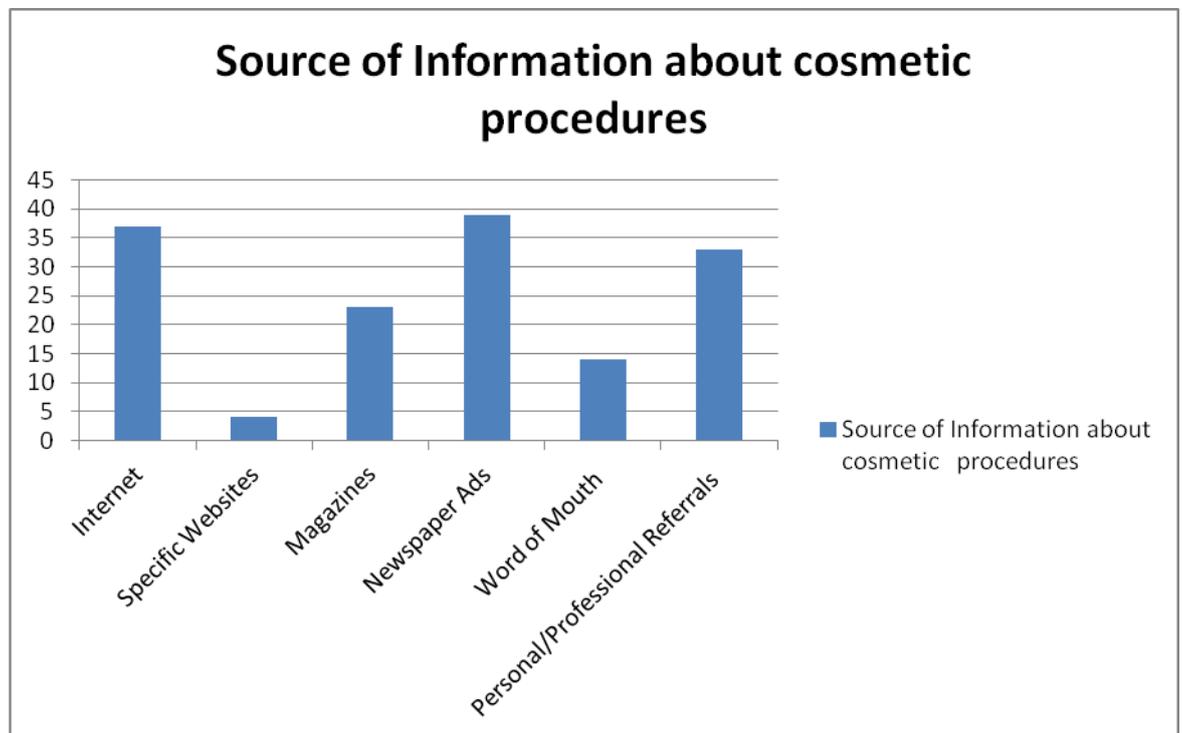


Fig. 14: Respondent's source of information about cosmetic procedures

#### Analysis:

People get information on cosmetic and aesthetics majorly from Newspaper Ads, internet, referrals and magazines.

## 5.0 Discussion

From the data analysis it can be interpreted that:

1. Present marketing strategy for aesthetics and cosmetics department is not focused on online marketing and branding. From the data analysis it is clear that a major chunk of population uses internet as a medium for educating themselves about cosmetics and aesthetics. This suggests that we should focus more on branding through our website, social media like facebook page, and blogs.
2. From Brand image analysis the maximum share goes to the others column. This indicates that despite of VLCC and Kaya having the strongest brand image, there is a lot of scope to capture the scattered market. A strong differentiator in the market with a successful campaign may help in achieving this target. Differentiator for a hospital could be that it has all the medical facilities available in house. A patient coming for cosmetic surgery may require a wholistic treatment for better results which can be made available in the hospital through support from rest of the departments.
3. The hospital has already been well equipped to provide a painless treatments using high end lasers. Cost of the treatment can be brought down through promotional offers to make a entry in the cosmetic and aesthetic market. The hospital has also been equipped with a dedicated lift which allows the patient to directly enter into the department of cosmetics while maintaining his or her privacy. All we need to do now is to promote these facilities so that people become aware of them.
4. A strong referral system is a important tool to get more customers for aesthetics and cosmetics procedures and surgeries.

## **6.0 Conclusion**

There seems to be lack of extensive marketing efforts in all the right directions to penetrate the market of cosmetology and aesthetics.

To summarize from the above discussions, it is concluded that to penetrate the existing market of aesthetics and cosmetics we need to work on the following strategies apart from the on-going efforts:

1. Online campaigning through our website, social media like facebook page, and blogs etc. focusing on high end wholistic treatment , availability of painless procedures at low cost while maintaining the privacy of the patient.
2. An innovative referral system for attracting customers needs to be formulated.

## **7.0 Instrumentation**

Following is the questionnaire used:

### **SURVEY QUESTIONNAIRE**

#### **Demographic & Socio-Economic Information**

Name (Optional):

Age:

Gender:

Education/Qualification:

Locality/Address:

Religion:

A. What is your monthly income group ?

1. 8,000 to 25,000
2. 25,000 to 60,000
3. 60,000 to 1,00,000
4. 1,00,000 and above

#### **Survey Questions**

B. What comes to your mind when you hear the word "cosmetic & aesthetic surgery" ?

C. Would you currently consider undergoing a cosmetic or aesthetic surgery ?

1. Yes
2. No
3. Maybe

D. What kind of cosmetic surgery would you prefer ?

1. Surgical
2. Non-Surgical
3. Doesn't matter, Results should be good

E. What prevents you for undergoing a cosmetic procedure?

1. Pain in the procedure
2. Cost for the procedure
3. Fear of poor results
4. Other \_\_\_\_\_

F. Which of the following aesthetic & cosmetic surgeries would you consider to undergo

1. Ear Surgery
2. Forehead Lift
3. Dermabrasion
4. Breast Lift
5. Face Lift
6. Tummy Tuck
7. Liposuction
8. Eye lid Surgery
9. Nose Reshaping

10. Breast Augmentation

11. Any Other \_\_\_\_\_

G. Which centre of cosmetic surgery comes to your mind when you think of undergoing a cosmetic or aesthetic procedure?

\_\_\_\_\_

H. What is your priority of factors you consider before undergoing a cosmetic or aesthetic surgery or procedure ?

1 -> most important

7-> least important

1. Distance of cosmetic centre from your home
2. Equipments & Technology used in the procedure
3. Cost of the procedure
4. Longevity of the results
5. Surgeons Reputation
6. Surgeons Qualification
7. Quality of ads by the centre
8. Size of clinic & Impression of décor
9. Method of referral to the centre
10. Duration of the treatment

I. What would consider aesthetic or cosmetic procedures for?

1. Immediate Impact for Short duration
2. Long Lasting Impact

J. Where/how do you search for cosmetic or aesthetic surgery and procedure centres?

1. On Internet \_\_\_\_\_

2. On specific websites \_\_\_\_\_

3. Magazines \_\_\_\_\_

4. Newspaper Ads \_\_\_\_\_

5. Word of Mouth \_\_\_\_\_

6. Personal/Professional Referrals \_\_\_\_\_

7. Any other \_\_\_\_\_

## **8.0 Appendix**

### STUDY 1: Dermatological Diagnostics And Therapeutics Market - Global Industry Analysis, Size, Share And Forecasts 2012 - 2018

#### Description

The Dermatological diagnostics and therapeutics market is expected to grow steadily during the forecast period driven by increase in psoriasis market that is expected to boost competition among the existing products with more emerging therapies. Acne is the largest market segment of the dermatological diagnostics market accounting for 28.7% of the total therapeutics market followed by psoriasis (26.4%), rosacea (14.9%), and atopic dermatitis (9%).

Many new players are emerging in this market as a result of a number of growth opportunities provided by this market, thus creating tough competition. Forthcoming patent expiries of major drugs is increasing the competition, further driving this market.

The overall dermatological diagnostics and therapeutics industry is forecast to witness tremendous growth rate and reach \$38 million by the year 2013 with annual growth rate of 8.7%. Rising pressure is also forcing the companies to engage into licensing agreements and help them to expand their product portfolio and improve competitive positions in industry.

#### Market Segmentation for Diagnostic Procedures

- Dermoscopy
- Patch Testing
- Skin Biopsy
- Culture

- Phototests
- Morbidity/Prevalence

#### Market Segmentation for Therapeutic Procedures

- Anti-infectives
- Corticosteroids
- Anti Psoriasis
- Anti-acne
- Topical and other Dermatological Drugs

The research report on the dermatological diagnostics and therapeutics market, analyzes this market depending on its segments and major geographies. This research report is a comprehensive analysis of current industry trends, growth drivers, restraints, industry capacity, market structure, and market projections for upcoming years. The report also includes analysis of technological developments in the market, Porter's five force model analysis, and complete company profiles of top industry players. It provides review of micro and macro factors significant with respect to new entrants and existing market players with value chain analysis.

Major geographies analyzed under this research report are

- North America
- Europe
- Asia Pacific
- Rest of the World
- Major Players

Major players dominating this market are AGI Dermatics, Allergan Inc, Amgen Inc, Chester Valley Pharmaceuticals Inc, Dermik Laboratories Inc, Eisai Inc., Ferndale Laboratories Inc., Genentech Inc., Medicis Pharmaceutical Corp, Onset Therapeutics, Prime Pharmaceuticals Corp, Schering-Plough Corp, Sinclair Pharmaceuticals, Skinmedica Inc., Summers Laboratories Inc, Valeant Pharmaceuticals International, and others.

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STUDY 2: Factors influencing patient interest in plastic surgery and the process of selecting a surgeon.

[Galanis C<sup>1</sup>](#), [Sanchez IS](#), [Roostaeian J](#), [Crisera C](#).

#### [Author information](#)

- <sup>1</sup>Division of Plastic and Reconstructive Surgery at UCLA-Ronald Regan Medical Center, Los Angeles, California 90095, USA.

Abstract

#### BACKGROUND:

Understanding patient interest in cosmetic surgery is an important tool in delineating the current market for aesthetic surgeons. Similarly, defining those factors that most influence surgeon selection is vital for optimizing marketing strategies.

#### OBJECTIVE:

The authors evaluate a general population sample's interest in cosmetic surgery and investigate which factors patients value when selecting their surgeon.

## METHODS:

An anonymous questionnaire was distributed to 96 individuals in waiting rooms in nonsurgical clinics. Respondents were questioned on their ability to differentiate between a "plastic" surgeon and a "cosmetic" surgeon, their interest in having plastic surgery, and factors affecting surgeon and practice selection. Univariate and multivariate analyses were conducted to define any significant correlative relationships.

## RESULTS:

Respondents consisted of 15 men and 81 women. Median age was 34.5 (range, 18-67) years. Overall, 20% were currently considering plastic surgery and 78% stated they would consider it in the future. The most common area of interest was a procedure for the face. The most important factors in selecting a surgeon were surgeon reputation and board certification. The least important were quality of advertising and surgeon age. The most cited factor preventing individuals from pursuing plastic surgery was fear of a poor result. Most (60%) patients would choose a private surgicenter-based practice.

## CONCLUSIONS:

The level of importance for each studied attribute can help plastic surgeons understand the market for cosmetic surgery as well as what patients look for when selecting their surgeon. This study helps to define those attributes in a sample population.

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STUDY 3 : Patient preferences in print advertisement marketing for plastic surgery.

Sanan A1, Quinn C, Spiegel JH.

## Abstract

### BACKGROUND:

Plastic surgeons are competing for their share of a growing but still limited market, thus making advertising an important component in a successful plastic surgery practice.

### OBJECTIVE:

The authors evaluate the variables, characteristics, and presentation features that make print advertisements most effectively pique the interest of individuals selecting a plastic surgeon.

### METHODS:

An online survey was administered to 404 individuals with active interest in plastic surgery from 10 major metropolitan areas. Participants were presented with 5 different advertisements from plastic surgeons throughout the country and were asked a series of both closed- and open-ended questions to assess verity, quality, and marketability of each advertisement. Responses to open-ended questions were analyzed using the Wordle program ([www.wordle.net](http://www.wordle.net)).

### RESULTS:

The most frequent themes identified for all 5 ads were "Being beautiful is possible" (41%), "I could be beautiful" (24%), "Some people need surgery to be beautiful" (16%), and "Being beautiful is important" (14%). Advertisement 1-featuring 3 women and no pre- or posttreatment photography, no physician photography, and a listing of the 3 physicians' credentials but not a list of the services provided-received the highest overall preference rating.

## CONCLUSIONS:

Factors including emotions felt while reading, unique qualities of the advertisement, list of procedures performed, use of models versus actual patients, and pictures of the plastic surgeons were found to contribute to the respondents' overall perception of advertisements used to market a plastic surgery practice.

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STUDY 4: What patients look for when choosing a plastic surgeon: an assessment of patient preference by conjoint analysis.

Waltzman JT1, Scholz T, Evans GR.

Author information

1Aesthetic & Plastic Surgery Institute, University of California, Irvine, Orange, USA.

Abstract

The knowledge of patient preference is crucial for plastic surgeons to determine optimal marketing strategies. Conjoint analysis is a statistical technique whereby research participants make a series of trade-offs. Analysis of these trade-offs reveals the relative importance of component attributes. This study will evaluate the relative importance of attributes that influence the selection and decision-making process when choosing a plastic surgeon. A questionnaire consisting of 18 plastic surgeon profiles was rated by 111 patients. Attributes analyzed were as follows: travel distance, number of years in practice, board certification status, method of referral, office décor, and procedure cost. A traditional full-profile conjoint analysis was performed. Subjects consisted of 10 men and 101 women (n = 111). Median age was 51 years (range, 19-72). The "mean

importance" of the attributes are as follows: board certification status, 39.7%; method of referral, 23.5%; distance from home to office, 13.2%; office décor, 9.0%; number of years in practice, 7.5%; and cost of procedure, 7.2%. Internal validity checks showed a high correlation (Pearson  $\rho = 0.995$ ;  $P < 0.001$ ). This pilot study demonstrates that conjoint analysis is a very powerful tool for market research in the health care system. The level of importance for each attribute reliably helps plastic surgeons to understand the preferences of their patients, thus being able to improve marketing strategies for private practices and institutions. The present study indicates that the most important attributes were board certification and method of referral.

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#### STUDY 5 : Impact of the current economy on facial aesthetic surgery.

Kurkjian TJ1, Kenkel JM, Sykes JM, Duffy SC.

Author information

Abstract

#### BACKGROUND:

American Society for Aesthetic Plastic Surgery (ASAPS) survey data showed a 16.7% decrease in the total number of aesthetic surgical procedures from 2008 to 2009, whereas plastic surgeons have seen an increase of 0.6% in their nonsurgical cosmetic procedures.

#### OBJECTIVE:

The authors describe the results of two surveys-one administered to potential patients, one to physicians-assessing the impact of the economy on patient choices in aesthetic facial surgery.

#### METHODS:

Two surveys were conducted for this study-one from the American Academy of Facial Plastic and Reconstructive Surgeons (AAFPRS) and one from the Aesthetic Surgery Education and Research Foundation (ASERF). Both surveys utilized the unique maximum difference (MaxDiff) scaling format, which assesses respondent opinions through attribute/question grouping and multiple exposures to the same parameter, rather than traditional one-time questioning. In this way, MaxDiff analysis helped identify the varied drivers of patients' medical antiaging treatment (MAT) selection. The AAFPRS survey was conducted online through Synovate's Global Opinion Panel to identify an appropriate audience of potential patients. The ASERF survey contained both MaxDiff and traditional questions and was e-mailed to 2267 ASAPS members.

#### RESULTS:

Data from the AAFPRS patient survey showed that 53% of respondents had been affected by the economy in their decisions regarding MAT procedures, with many seeking out less-costly options such as microdermabrasion. An overwhelming majority (95%) also reported that they would prefer a longer-lasting treatment over an immediate effect with shorter duration; furthermore, 60% felt that duration of treatment was more important than cost in selecting a facial aesthetic procedure. In the ASERF surgeon-based portion of the study, 61% of plastic surgeons felt that patients preferred long-lasting results over immediate ones, but 63% also reported that cost was a more important factor for their patients than duration.

## CONCLUSIONS:

Extrapolating from the patient-reported survey preferences, the authors conclude that nonsurgical facial aesthetic treatment plans should currently be focused more on longevity rather than on immediate impact. There is currently a disconnect between patient preferences and surgeon perception of those preferences, which may be remedied with increased education for both groups. It is worth noting that many patients would be willing to accept a higher cost if it was correlated with a longer-lasting result.

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STUDY 6 : The best marketing strategy in aesthetic plastic surgery: evaluating patients' preferences by conjoint analysis.

Marsidi N1, van den Bergh MW, Luijendijk RW.

Author information

Abstract

## BACKGROUND:

To provide the best marketing strategy for a private clinic, knowledge of patients' preferences is essential. In marketing, conjoint analysis has been frequently used to calculate which attributes of a product are most valuable to consumers.

## METHODS:

This study investigates the relative importance of attributes that influence the selection and decision-making process when choosing an aesthetic private clinic, using conjoint analysis. The following attributes were chosen by the senior author (R.W.L.) and a

marketing and communications director after a preselection of 25 randomly selected people: relative cost of the procedure, travel time, experience of the plastic surgeon, size of the clinic, method of referral, and online presentation. The attributes were then divided into levels. Using a random factor conducted by SPSS, 18 different scenarios were created and rated online by 150 potential patients before their potential visit or consultation. The patients could rate these scenarios on a scale from 1 to 7 with respect to the likeliness of visiting the clinic.

#### RESULTS:

The most important attribute was experience of the surgeon (35.6 percent), followed by method of referral (21.5 percent), travel time (14.2 percent), cost of procedure (12.9 percent), online presentation (9.7 percent), and size of the clinic (6.1 percent). Six of 16 levels gave a negative influence on the decision making.

#### CONCLUSIONS:

The authors' study shows that the two most important attributes are the experience of the surgeon and the method of referral and that conjoint analysis is effective in determining patients' preferences. It also shows which levels positively or negatively contribute per attribute.

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#### STUDY 7: Website for rhinoplasty and facial plastic surgery.

Becker DG1.

Author information

1Department of Otolaryngology--Head and Neck Surgery, University of Pennsylvania, Hershey, USA.

#### Abstract

The Internet has become an important avenue for facial plastic surgeons to make potential patients aware of their practice. It is important for the facial plastic surgeon to understand how the Internet is used by patients and how it can complement a physician's practice. The website unavoidably has a marketing aspect. Although there are no statistics available, certainly a substantial number of patients use the Internet as a primary source for both learning about cosmetic surgical procedures and also to locate a physician. A practice website can provide potential patients with important logistical information; it also provides an opportunity to educate the potential patient about the surgical procedures provided. A website can be an important aspect of the overall practice image. An increasing number of individuals visit the website of their physician or potential physician, so it is important that attention is given to this aspect of a practice.

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STUDY 8 : Aesthetic facial surgery of male patients: demographics and market trends.

Holcomb JD1, Gentile RD.

#### Author information

#### Abstract

Evaluation of member survey data from the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) and the American Society for Aesthetic Plastic

Surgery (ASAPS) from 2000 through 2004 reveals several procedure-specific as well as overall trends regarding utilization of aesthetic facial enhancement services. This gender-specific 5-year retrospective review indicates that males undergo significantly fewer procedures than females except for surgical hair restoration and otoplasty. There is a slight general trend toward decreased surgical but increased nonsurgical facial enhancement procedures. On a case per physician basis, AAFPRS physicians performed significantly more procedures for both males and females for every procedure and every year evaluated. Evaluation of age group data indicates that the 40- to 59-year-old age group accounts for the majority of surgical and non surgical facial enhancement requests. Despite anticipated growth of the 60- to 79-year-old age group, the 40- to 59-year-old age group is projected to remain relatively stable. Although continuing to pursue aesthetic facial enhancement services in significant numbers, men still represent a vast untapped market. This study yields important demographic and trend information that has implications for the current and future delivery of aesthetic facial enhancement services.

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STUDY 9: Cost outcomes of facial plastic surgery: regional and temporal trends.

Alsarraf R1, Larrabee WF Jr, Johnson CM Jr.

Author information

Abstract

OBJECTIVE:

To describe the geographic and temporal trends in cosmetic facial plastic surgery procedure costs and frequency during the last decade and to evaluate factors that may influence changes in the demand for cosmetic procedures.

#### METHODS:

A survey sent to every (N = 1727) active fellow, member, or associate of the American Academy of Facial Plastic and Reconstructive Surgery assessing the costs and frequency of 4 common cosmetic facial plastic surgery procedures (ie, face-lift, brow lift, blepharoplasty, and rhinoplasty) for 1999 and 1989.

#### RESULTS:

The annual frequency of the aging-face procedures (ie, face-lift, brow lift, and blepharoplasty) have increased 41% over the last decade while rhinoplasties have declined slightly (18%). Each of the procedures studied have increased in cost since 1989; however, only face-lifts have increased at a rate greater than inflation during this period (average surgeon's fees, \$3154-\$4582). Although the average cost of each of these procedures is stable across US geographic areas, there seem to be fewer aging-face procedures being performed in the East (represented largely by New England and the northeastern states) compared with the Midwest, South, and West ( $P < \text{or} = .03$ ), while rhinoplasty frequency across these regions is essentially unchanged. In addition to variables such as age, years in practice, and degree of marketing, the strongest correlates with increased cosmetic procedure frequency were the costs of these procedures ( $P < \text{or} = .008$ ).

#### CONCLUSIONS:

Although the cost and frequency of cosmetic facial plastic surgery procedures continues to rise across the United States, there are interesting differences in these trends between different regions and procedure type during the last decade. There also seems to be an association between increased cost and increased frequency of these cosmetic procedures.

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